



erento ENTERS THE U.S. AFTER MAJOR SUCCESS IN EUROPE

- **U.S. rental companies showing strong interest as 2,000 more rental companies join the online rental marketplace in 2008**

London, UK – 18th March 2009: erento (www.erento.com/rent), the world's largest and fastest growing online rental marketplace, has begun signing new customers in the U.S. following a highly successful 2008 in which it grew 170% and delivered enquiries worth \$645 million to rental companies across Europe. erento has now launched its highly successful model in the U.S. to offer consumers and businesses a quick and easy way to find a wide variety of rental products while providing rental companies with a powerful and cost effective sales channel.

By bringing the product range of a wide variety of rental companies together onto its online marketplace, erento has created a one stop shop for the entire rental industry. It has leveraged the efficiency and growth of the internet while utilising the same powerful marketplace model used by some of the internet's most successful businesses, such as eBay and Amazon.

Visitors can search for a specific rental product, by location as well as price, to find the most suitable item for their needs. Rental companies simply list their items and immediately benefit from the sales enquiries that erento generates. Through its sophisticated online marketing, erento delivered an average of \$1.9 million in enquiries to its rental partners every day in 2008.

“erento's online rental marketplace has a proven track record and we believe the timing to enter the U.S. market place is ideal. Many rental companies are seeking an additional sales channel to increase cash flow and are increasingly looking to access and exploit the huge number of people that go online everyday to rent products,” comments Clinton Patterson, Director of International Operations at erento.

erento has already secured several successful U.S. rental companies including Street Eagle (a nationwide provider of Harley-Davidson motorcycles), LimoRes (the largest limousine provider in the country), Dream Car Rentals (a major provider of supercars located in Las Vegas, Miami, San Diego and San Francisco) and Auto Boutique (a provider of exotic cars in Miami and Fort Lauderdale).

“erento offers a worldwide performance-based pricing model that fits our marketing strategy and we are certain we will get a great return on investment by using their services,” says Riz Husain, EVP of Sales and Marketing at LimoRes.

“We’ve been working hard to attract customers from Europe for a number of years and erento is finally enabled us to do this,” comments Gaylen Brotherson, CEO of StreetEagle Motorcycle. “We’ve seen an immediate increase in rentals thanks to erento and it is helping us achieve our goal of expanding the StreetEagle Motorcycle franchise across the US.”

erento offers a performance-based pricing model and is so confident in its ability to generate business that it offers a guaranteed return on investment (ROI), therefore providing a zero risk marketing strategy.

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About erento

erento (www.erento.com/rent) is the world's largest online rental marketplace, bringing together businesses with products or services to rent out with customers wanting to rent them. It is the only place where you can search for items to rent by location as well as price. erento has over a million items available for rent across 26 countries.

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